



Define

Plan

Launch

3.2.1 'Launch' Services

- Initiative/Product Launches
- Launch Team Facilitation
- Concept/Theme Development
- Internal Communications
- Corporate & Crisis Communications
- Transition/Change Communications
- Design Services
- Advertising
- Community Relations
- PR Management

3.2.1 LLC

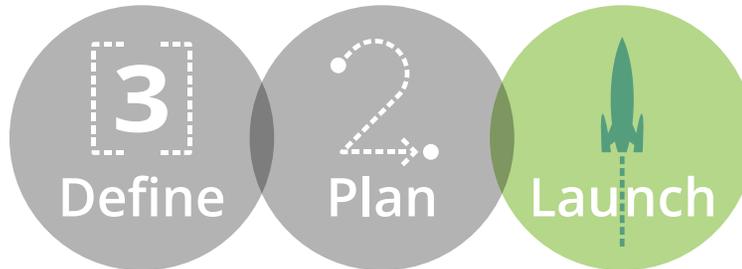
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Strategy to reality: a smarter launch takes you further.

Executing a merger. Rebranding a company. Implementing a new service. Reinvigorating a culture. Introducing a vision. Announcing big news. A successful launch can take your company to new places, and open up eyes inside to what's possible—and what could be next. **The energy released from a successful launch is nothing short of transformative.** This is why you want your next launch to be on time, on plan and inspired. 3.2.1 will help you get it into perfect orbit.



Creativity: the engine of innovation.

The right creative approach speeds new initiatives' awareness and engagement. Positioning, identity, naming, themes, campaigns, creative blueprinting: we love **creativity as both a problem-solver and as a launch accelerant.**

Yet the 3.2.1 approach is not a linear us-to-you; we intentionally integrate our client teams and affiliated partners into the creative process using our Kindle™ and Spark™ tools.

Communication is key.

All moving parts of a launch rely on the flow of clear information: inside and outside the launch team, and to and from your customers.

It's no surprise, then, that the partners at 3.2.1 are professional writers and communicators, with experience that runs the gamut from mission-critical transition and crisis management, to sales team training and award-winning campaigns.

Let the countdown begin.

Get ready for lift-off.

For over two decades, we've been planning launches and launching plans. 3.2.1's innate, engineer-like drive to find a better way to approach and implement initiatives has led to proprietary processes, like Kindle™.

Kindle uses field-proven, customizable tools, facilitated exercises and specially developed technology to clarify and organize strategies and tactics. The resulting plans are wired with action and accountability, bringing once-distant destinations clearly within reach.

With Kindle, what used to keep you up at night now has a clear flight plan.



Kindle™

"I actually looked forward to our meetings as 3.2.1 had the ability to keep us focused, yet fun. I didn't feel that anything fell through the cracks. They went above and beyond by giving us tangible concepts and plans to execute. **3.2.1. didn't leave us stuck; they saw the work through to the end with great direction for success.**"

— Board Member, Private High School